

**Dr. Marina  
Ochkovskaya**

**Research field:**

*Marketing and branding in fashion and luxury  
City marketing and branding*

**Employment experience:**

*(10.2010 - current), Moscow State University*

*Docent, Deputy Head of the Marketing Department in  
Scientific work*

*Taught subjects: Marketing, Brand management, PR*

*(09.2009 – 09.2010), Financial University*

*Marketing Department, Senior Lecturer*

*(05.2008 – 09.2009), OPK*

*Marketing Communications Manager*

*(05.2007 – 04.2008), P&G*

*Beauty Projects Coordinator*

**International experience:**

*(04.05 – 08.05.2015), Hochschule Nordhausen, Germany,  
International Project Week, Visiting Lecturer (Taught  
subject: Place Branding)*

*(03.2014 – 04.2014), Siedlce University of Natural  
Sciences and Humanities, Poland, Visiting Professor  
(Taught subjects: Marketing & PR)*



**Personal information:**

*Date of birth: 3 February 1981*

*City: Moscow, Russia*

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*[ochkovskaya@econ.msu.ru](mailto:ochkovskaya@econ.msu.ru),*

*[marinn81@mail.ru](mailto:marinn81@mail.ru)*

**Awards & achievements:**

*Speech on Russian TED (July 2013)  
<http://tedxtalks.ted.com/video/A-brand-of-every-person-Marina>*

*Potанин's Foundation Young Professors  
Program Winner (2013)*

*Russian Government Scholarship (2002-  
2003, 2005-2006)*

**Main education:**

*Lomonosov Moscow State University*  
(Russia), Postgraduate course (2003-2006)  
*State Aviation University in Ufa* (Russia),  
*Specialitet* (1998-2003)

Education,  
conferences  
& publications

**Additional education:**

*George Mason University School of Business,*  
*Talent Management and Development*  
*Strategies* (11.2015)

*Politecnico di Milano, Luxury Management*  
*Executive Course* (02.2015)

*University of Salzburg Business School,*  
*Executive Education Seminar "Marketing*  
*and Leadership, open innovation"* (03.2014)

*Danube University Krems, Strategic*  
*Management, short-term program* (10.2013)

*Nyenrode Business University, Summer*  
*Entrepreneurial Marketing Course* (07.2011)

**Main publications (in English):**

*"Perception and consumption of global luxury brands in*  
*Russia and Romania: comparative cross-cultural aspect"*.  
*Journal «Management dynamics in the knowledge*  
*economy», Vol. 3, № 2, 2015.*

*"Brand "Moscow" in a global perspective"*.  
*Transnational Journal of Marketing, Vol 2, No 2 (2014).*

*"The specific of brand building for men in fashion luxury*  
*industry"*. *Proceedings of the International Conference*  
*"Changes in social and business environment"*. - *Kaunas*  
*University of Technology, Lithuania, November 2013.*

*«Factors affecting a brands' perception in Russia».*  
*Monograph «Business development opportunities».*  
*Siedlce University of Natural Sciences and Humanities,*  
*Poland, 2013.*

**Main international conferences:**

*Academy of Marketing 2014 Conference "Marketing dimensions: people, places and spaces", University of*  
*Bournemouth, Great Britain. Presentation "Brand "Moscow": a global perspective"*.

*12th International conference "Marketing Trends 2013", ESCP Paris. Presentation "Factors affecting a*  
*brands' perception in Russia"*.